



# Long-term Multi-year Pricing Discount - Extended!

## 1. Introduction

The long-term pricing discount program will be applicable to multi-year domain registrations of .IN and .भारत domain names. The discounts will apply to **New Creates** and **Renewals** of both, 2<sup>nd</sup> level and 3<sup>rd</sup> level .IN/.भारत domains.

## 2. Duration

The long-term discount will be applicable from 1 October 2020 to 30 September 2022.

Key dates:

Start: 00:00:00 (IST) 1 October 2020 i.e. 18:30:00 (UTC) 30 September 2020

End: 23:59:59 (IST) 30 September 2022 i.e. 18:29:59 (UTC) 30 September 2022

## 3. Pricing

All Registrars will receive the following upfront “Effective Price” after the applied discount:

**New Creates and Renewals of second level .IN/.भारत domains:**

| Years | Current Price | Discount % | Discount in INR | Effective Price |
|-------|---------------|------------|-----------------|-----------------|
| 2     | INR 700       | 10%        | INR 70          | INR 630         |
| 3     | INR 1,050     | 20%        | INR 210         | INR 840         |
| 4     | INR 1,400     | 25%        | INR 350         | INR 1,050       |
| 5     | INR 1,750     | 30%        | INR 525         | INR 1,225       |
| 6     | INR 2,100     | 35%        | INR 735         | INR 1,365       |
| 7     | INR 2,450     | 40%        | INR 980         | INR 1,470       |
| 8     | INR 2,800     | 45%        | INR 1,260       | INR 1,540       |
| 9     | INR 3,150     | 50%        | INR 1,575       | INR 1,575       |
| 10    | INR 3,500     | 50%        | INR 1,750       | INR 1,750       |

**New Creates and Renewals of third level .IN/.भारत domains:**

| Years | Current Price | Discount % | Discount in INR | Effective Price |
|-------|---------------|------------|-----------------|-----------------|
| 2     | INR 500       | 10%        | INR 50          | INR 450         |
| 3     | INR 750       | 20%        | INR 150         | INR 600         |
| 4     | INR 1,000     | 25%        | INR 250         | INR 750         |
| 5     | INR 1,250     | 30%        | INR 375         | INR 875         |
| 6     | INR 1,500     | 35%        | INR 525         | INR 975         |
| 7     | INR 1,750     | 40%        | INR 700         | INR 1,050       |
| 8     | INR 2,000     | 45%        | INR 900         | INR 1,100       |
| 9     | INR 2,250     | 50%        | INR 1,125       | INR 1,125       |
| 10    | INR 2,500     | 50%        | INR 1,250       | INR 1,250       |

## 4. Program Terms and Conditions

- The “Long-term Multi-year Pricing Discount” runs from 00:00:00 (IST) 1 October 2020 i.e. 18:30:00 (UTC) 30 September 2020 to 23:59:59 (IST) 30 September 2022 i.e. 18:29:59 (UTC) 30 September 2022.
- The discounts, as mentioned above, are applicable to multi-year New Creates and Renewals ONLY:
  - Second Level .IN/.भारत registrations e.g. example.in
  - Third Level .IN/.भारत registrations e.g. example.co.in
- The discounts are applicable to both .IN and IDNs and their respective zones.
- Discount is **NOT** applicable to one year New Creates and Renewals.
- The discount amount will be provided to the Registrars as a reimbursement upon submission of GST invoice/Debit Note.
- Retail pricing of domains is at the discretion of the Registrar. However, Registrars are required to offer aggressive pricing discounts to customers in accordance with the program’s multi-year discount structure. The same is suggested for promoting discounted pricing on customer interface/website.
- We request you to promote these attractive discounts through feasible marketing activities throughout the program duration and share it with us. Please send marketing proof to [programs@registry.in](mailto:programs@registry.in) and don’t forget to tag us in your social media promotions!



- This discount program is offered at the sole discretion of the .IN Registry (NIXI).

**Happy Selling!**